

# Branded Restaurant Operations

April 2007



## Welcome

"Play Ball"! That all familiar cry was heard in major league ballparks across the country this week. Whether you're a hard-core baseball fan or just catch an occasional ballgame, there's no denying our love for America's favorite past time runs deep into the fabric of our society. Also, there's no denying that when watching a game nothing tastes better than enjoying a great all-American hot dog. Whether it was enjoying that hot-dog while cheering your favorite hometown team with your dad growing-up, or with your kids today; or even at your backyard cookout this summer with family or friends, there's something about the experience that's both irreplaceable and timeless. To honor that humble tradition, FMWRC Events Division along with corporate partner Hebrew National have developed a fun, out-of-the-box frequency based promotion along with an exciting end of season sweepstakes for all MWR food and beverage facilities/snack bars throughout Department of Defense and the Coast Guard. Don't miss out on this huge "first-ever" promotion that'll run 1 June-30 September. Be sure to read more on page 7, and sign up today!

On another note, the IMCEA Annual Conference is just around the corner. This year's conference will be held at the Congress Plaza Hotel, in Chicago, from 16-18 May 2007 just prior to the National Restaurant Association Show. As reported in our March edition of "E-News", FMWRC-BP will be funding the IMCEA registration fee for one individual from each of our MWR Branded Restaurant Operations, and one individual from each respective IMCOM Region. Read more about the upcoming IMCEA Conference in the article titled Upcoming Unit Managers Training on page 4.

I look forward to seeing you in Chicago!

Until next time, keep those e-mails coming so we can share your comments and good ideas with our growing family of MWR professionals. Here's to your success!

Roger Weger  
Chief, Branded Restaurants Division

## Upcoming Grand Openings

We currently have one scheduled Grand Opening at Vilseck, Germany (Java Café on 6 April). Look for this story and more in our May edition of *E-News*. (POC: Trace Kea (703) 681-5255 or email: [trace.kea@us.army.mil](mailto:trace.kea@us.army.mil))



## **Pickle Talk- April 2007: Pre-Shift Practice Makes Perfect Pickle Performance Possible!**

Yes indeed, practice makes perfect only through a structured training program, starting with well planned pre-shift meetings!

Call them alley rallies, pre-shifts, training time...whatever; I call them an all-important element of an effective daily management routine. The key word here is routine. Making this part of your daily regimen will provide immediate results as you continually reinforce the expectations of your team and use this valuable time to hone their skills a little at a time, day-after-day...until practice makes perfect! You'll also be creating that true sense of team as each staff member feels more a part of the process.

**PICKLE Me This:** Are you currently performing pre-shift meetings in the purposeful pursuit of practice makes perfect? Whether you're doing it already or have begun recently, you're no doubt seeing the benefits of this routine. Are you including everyone...yes, the dishwasher, the lane maintenance person, the janitor.....everyone? Not only is it important for all team members to feel a part of the overall team, the 5-10 minute pre-shift meeting is also a forum for them to provide you with real world feedback on how to improve the program from their perspective. Take full advantage of that; we welcome their ideas. Act upon those valuable nuggets of information to work toward tangible improvements to your facility programming and to enhancing the often overlooked attention-to-detail items that tell our guests we care.

Now, you'll want a little structure to the 5-10 minute pre-shift meeting. Depending on the size of your staff, you may need to break it up by departments. Where your staff isn't too large, bring everybody together 10-15 minutes before opening or before the shift starts. The daily routine may look something like this:

- 1 minute to review uniform appearance and compliance with good hygiene practices: Are uniforms neat and complete? No nail polish, ornate rings, watches or dangling earrings? Hats on? Hands washed?
- 1 minute to focus on upcoming events or promotions
- 1 minute to elicit program or performance enhancing suggestions
- 2-4 Minute Training - Training topic of the day could be how-to instruction on a new menu item or promotion, safe food handling practices and standards, promotion sales incentives, safety related training....any number of things which will serve to improve performance and propagate practice makes perfect!

Be sure and tune into next month, as we'll further refine our pre-shift training agenda and continue developing our in-house training program.

Until then, remember...a PICKLE a day keeps your guests coming back for more! (POC: Brad Puterbaugh (703) 508-2593 or email: [brad.puterbaugh@us.army.mil](mailto:brad.puterbaugh@us.army.mil))

### **Alternate Escapes and Java Café Open at Fort Carson, CO**

On Thursday, 15 March 2007 Family and MWR Command (FMWRC), MWR Branded Restaurants Division personnel opened their 8th Java Café coffee unit in Alternate Escapes at Fort Carson, CO.

As part of the Java Café opening, Fort Carson personnel also showcased their new Alternate Escapes high-tech digital lounge made possible by the FMWRC Army Recreation Machine Program (ARMP) personnel. The pairing of the Alternate Escapes and Java Café brands allows guests visiting the facility an opportunity to “sip and surf” the internet, while also enjoying some friendly competition with multi player on-line gaming stations (MPOGS) in a comfortable, high-tech lounge.

The Grand Opening festivities commenced at 1600 hours with Mr. Derek McKinley, Alternate Escapes/Java Café Manager welcoming the approximately 125 guests who had gathered. He thanked everyone for coming and introduced the Fort Carson Garrison Commander, Colonel Eugene Smith. Colonel Smith thanked those involved for their total support of the project. Following comments by Mr. Steve Barness, Fort Carson Chief, Business Operations Division and Mr. Don Rojas, General Manager, FMWRC ARMP, Mr. Roger Weger, FMWRC Chief, Branded Restaurants Division presented the Java Café franchise certificate to Colonel Smith.

Immediately following the presentation of the franchise certificate, Colonel Smith cut the grand opening ribbon which concluded the official portion of the program. Guests then had an opportunity to enjoy samplings of freshly brewed Seattle’s Best coffee, and a variety of frozen “Javaccinos” from the Java Café menu as well as free play on all the multi-player on-line game stations.

Java Café is open Monday-Thursday 0630-2200, Friday 0630-2400, Saturday 1100-2400, and Sunday 1100-1900.

This is the second MWR Branded Restaurant to open at Fort Carson, and joins the Mulligan’s snack bar at the Cheyenne Shadows Golf Course that opened in March 2005. Future initiatives include renovating the bowling center and adding a Strike Zone snack bar which is scheduled to open mid-summer. (POC: Roger Weger (703) 681-5224 or email: [roger.weger@us.army.mil](mailto:roger.weger@us.army.mil))



**From L to R (Front): Tiffany Saunders, Rachel Peirce, Emmalee Sundeu, Liz Beldiman, Assistant Manager, Darlene Dasi (Back Row): Michael Amarosa, Area Manager MWR Branded Restaurants, Derek McKinley, Alternate Escapes/Java Café Manager, Roger Weger, Chief, MWR Branded Restaurants, FMWRC**

### **"Strike Zone" Opens for Business at the Newly Renovated West Point Bowling Center**

On 29 March 2007, Family and Morale, Welfare and Recreation Command (FMWRC) MWR Branded Restaurants personnel opened their 22nd Strike Zone snack bar at the 10-lane West Point Bowling Center after nearly 7 months of major construction. The newly renovated state-of-the-art bowling facility and Strike Zone snack bar featuring Lil' Skeeters BBQ menu offerings will be the place to meet for “Great Food and Good Times” when relaxing with family and friends.

This major renovation cost approximately \$850K, and the results were incredible. Major improvements throughout the facility included new lanes, automatic scoring equipment, extensive kitchen upgrades, and increased seating to accommodate 136 guests.

The Grand Opening festivities commenced at 1600 hours with the Garrison Commander, Colonel Brian A. Crawford welcoming the approximately 400 guests. Colonel Crawford spoke briefly about the Bowling Center and commented about how great it was to walk into this “brand new state-of-the-art facility”. Mr. Tony Brown, Director of Morale, Welfare and Recreation Activities then thanked all those involved for their many hours spent in the successful completion of this major undertaking. Colonel Crawford, “Chef Primo” and Craig Arms, Bowling Center Manager then cut the Grand Opening ribbon and everyone moved inside to check-out the newly renovated facility.

As part of the Grand Opening celebration, the extremely well trained Strike Zone snack bar team members prepared and provided guests a complimentary buffet featuring various Strike Zone and Lil’ Skeeters BBQ menu favorites to include, BBQ pulled pork, beef brisket, Primo’s pizza and much more.

Guests throughout the evening continued to rave over the entirely new interior design, décor package, and great food. Hours of operation are: Monday-Thursday 1130-2030, Friday 1130-2130, Saturday 1200–2300, and Sunday 1200–2030. (POC: Marco Rosa (703) 508-5853 or email: [marco.rosa@us.army.mil](mailto:marco.rosa@us.army.mil))



**Ribbon Cutting: L to R  
Mr. Craig Arms, Bowling Center  
Manager, Col. Crawford, Garrison  
Commander, and Chef Primo**

### **Unit Managers Training FY07**

The time is getting near for the Annual IMCEA Conference in Chicago. The conference is scheduled for 16-18 May 2007, at the Congress Plaza Hotel, and the National Restaurant Association Show will be conducted immediately afterwards, from 19-22 May.

As discussed in my two previous articles, we’re conducting our Unit Managers Training in conjunction with the IMCEA, and are funding one individual to attend the conference from each of our “Best in Class” award winning installations. We’re also funding the IMCEA registration fee for one individual from each of our other Branded Restaurant Operations, and one individual from each respective Region.

For those individuals who will be representing our Award winning operations, please contact Ms. Tina Hudson at 703-681-5215 in order to coordinate travel orders processing. For all other Theme Managers and authorized Regional representatives, please annotate on the form when you are registering that you are with MWR Branded Restaurant Operations and your registration fee is funded by FMWRC, and they will bill us for your registration fee.

For those personnel who will be funded by FMWRC, whether fully funding or paying the registration fee, we will expect you to be at our MWR Branded Restaurant Operations Update during the afternoon of Wednesday, 16 May from 1430-1630. The Update will feature upcoming promotions and other items of interest for our team (more info to come shortly on the program).

For your convenience, included is the link to the registration website for IMCEA:  
<http://www.imcea.com/upcomingconferences.html> (POC: Jeff Willis (703) 681-5227 or email: [jeff.willis@us.army.mil](mailto:jeff.willis@us.army.mil))



## Getting Back to Basics: Equipment Maintenance

Equipment maintenance is one of the most important activities involved in the successful operation of EVERY restaurant. Equipment operating in top condition affects the quality of the food you serve your guests, your food cost, and ultimately your bottom line. Neglecting equipment to the point that it has to be replaced is an expensive issue. Consider the actual cash that has to be spent to replace the piece of equipment, and then factor in shipping fees, installation costs, not to mention the number of man hours required to research and select the correct unit to purchase.

Usually a standardized maintenance schedule is the answer to not getting caught in an equipment replacement issue.

Follow simple rules to maintain your capital equipment, and remember....Safety First. Unplug equipment before any other action is taken!

- Replace the accordion seals in your refrigeration units when necessary. The saving in energy cost alone makes it worthwhile, but also consider the cost of product lost to spoilage due to poor refrigeration. Clean the seals daily to keep from having to replace as often with a 1 to 10 dilution of Clorox to water. Stretch the accordion to get in the grooves to clean, but be careful not to tear the seal. Not only will this soften the rubber to insure a better seal, but also eliminates bacteria growth. When necessary to replace the accordion, do it yourself. Purchase the length of seal needed and find a flat edge screwdriver. That's all there is to it!
- Keep the grease filtering machine clean and most importantly, use it. Do the math; filtering grease extends the life of the cooking agent by double and filtering also draws out bitter carbon flavors from burnt foods that have sunk to the bottom of the fryer. How much fryer oil do you purchase in a year? If you don't filter you are paying twice what you should. That's enough savings for that new 60" grill you've needed for years.
- Remove the conveyor chain carriage from Impinger ovens and clean the chain weekly. Remove the "jet port plates" also called the "jet fingers" from above and below the chain, and scrub the plates to remove burned on cheese and tomato sauce that give a burnt flavor to the fine pizzas you produce. Often when sauce spills over it can clog the holes in the plates and cause uneven cooking.
- Remove the hood vent filters and wash them weekly. When grease builds on the vents the air flow up the exhaust flume is slowed and smoke and grease will fill the kitchen. At this point, not only do the vent filters have to be cleaned, but the ceilings have to be cleaned as well. That's more payroll hours subtracted from your bottom line. Also, take into consideration the speed of the vent fan; if it is pulling too hard, it is pulling air from the dining room, too. That's energy lost and big dollars lost in heating and air conditioning bills.

Lack of management follow-through is one of the biggest problems confronting the foodservice industry today. So go out there and be part of the solution and not "part of the problem". (POC: Jon Bullard (703) 681-5240 or email: [jon.bullard@us.army.mil](mailto:jon.bullard@us.army.mil))

## What's New from Virginia?

Ahhh... Fresh air... Spring is finally here! What a beautiful time of year. Yes...come see our cherry blossoms around the nation's capital.

Like spring, AKO MWR Branded Restaurants Team and Community Sites have been launched and we ask that you please access them and provide us feedback on how else we can better serve you!

By now, you should have received from us detailed instructions on how to access the MWR Branded Restaurants AKO websites. We're equally excited about our new look resulting from the completion of our external and internal web site makeovers. Our goal is now to continue to improve these sites and provide you a standard that is second to none! How can you help? Please continue to promote and encourage guests to complete our MWR Branded Restaurants online survey viewed at:

<http://armymwr.com/portal/recreation/mwrbrandedrestaurants.asp>.

Yes, our guest's feedback will assist us in determining what we're doing right and what we can do better to deliver "First Choice" programs and services to those who serve!

Thanks in advance for all you do to help us achieve an unprecedented level of excellence for our people! Wishing you the very best! (POC: Virginia Gouin (703) 681-5212 or email: [virginia.gouin@us.army.mil](mailto:virginia.gouin@us.army.mil))

### Test Your ServSafe Knowledge (See Page 7 for Answers)

1. Why are elderly people at a higher risk for foodborne illness?
  - a) They are more likely to spend time in a hospital.
  - b) Their immune systems have weakened with age.
  - c) Their allergic reactions to chemicals used in food production might be greater than those of younger people.
  - d) They are likely to have smaller appetites.
2. Which is not a common characteristic of potentially hazardous food?
  - a) They are moist.
  - b) They are dry.
  - c) They have a pH that is neutral or slightly acidic.
  - d) They contain protein.
3. For a foodborne illness to be considered an "outbreak," how many people must experience the same illness after eating the same food?
  - a) 1
  - b) 2
  - c) 10
  - d) 20

### TEXAS HOLD EM'

Texas Hold'em has taken hold! Seven locations have held their tournaments and the excitement is growing. If you didn't sign up to participate this year, don't miss it next year. Can't wait until next year? You can hold your own tournament. Log on to [www.mwrpromotions.org](http://www.mwrpromotions.org) to obtain the rules and guidelines for running your own event. Please remember, even using our rules and guidelines, you must have your SJA give you a legal review and approval before you can move forward.



If you want to check it out or even participate, the [www.mwrpromotions.com](http://www.mwrpromotions.com) site has a list of locations participating in this year's Texas Hold'em promotion. There may be a nearby club or facility on your installation where you can play.

First prize at each local tournament is a \$500 gift card. The first place winner also competes in an online final for the Army Texas Hold'em title plus a Home Theater System. (POC: Doriann Fengler (703) 428-6089 or email: [doriann.fengler@us.army.mil](mailto:doriann.fengler@us.army.mil))



### "Dress the Dog"

It's officially launched, and the "Dress the Dog" summer promotion is coming to all MWR Branded Theme Restaurants beginning 1 June through 30 September 2007. The promotion features a frequency card where customers can buy six 1/2 lb or 1/4 lb hotdogs and get a 1/4 lb hot dog free. Unit managers should be ordering hotdog product now through your prime vendor, to ensure arrival in time for the June start. Customers will think your facility hit a grand slam when they find out about the great prize package where they have a chance to win: car, electronics, outdoor gear, gift certificates and lots more. Your staff will think this promotion is a hit with the ease of implementation. Not to mention, \$7,000 in facility incentive money they may compete to win for selling the most hotdogs, increase in sales and best events. Log onto HYPERLINK "[www.mwrpromotions.org](http://www.mwrpromotions.org)" today to download more information about the Dress the Dog Promotion coming to your facility this summer. (POC: Coleen Amstein (703) 428-6118 or email: [Coleen.Amstein@us.army.mil](mailto:Coleen.Amstein@us.army.mil))

For more information about these promotions and upcoming promotions from Events Division, check out [www.mwrpromotions.com](http://www.mwrpromotions.com).

### Promotions Update

It's never too early to plan for promotions, even if the next one isn't until May 1st. The May through August seasonal promotion will feature a delicious new Grilled Chicken, Mushroom and Spinach Pizza. Creamy Alfredo sauce, tender grilled chicken, fresh spinach and mushrooms make this pizza a truly special flavor sensation.

Restaurants that serve sandwiches will run a special hot dog promotion that features giant Hebrew National hot dogs. The dogs are offered in 1/2 pound and 1/4 pound sizes, a real hot dog lover's treat! There will be punch cards that qualify guests for free



dogs and valuable prizes. FMWRC Events Division personnel are coordinating the promotion. It starts 1 June and runs through 30 September. Branded Restaurant managers can run the Chicago Beef Sandwich until June or substitute an LTO until the Hebrew National event begins.

MWR Marketing Directors have already been notified about the pizza promotion. The recipes, promo information and graphic layouts are now available to download from [www.prafulfillment.com](http://www.prafulfillment.com). (POC: Sharon Bertschi (703) 508-5894 or email: [sharon.bertschi@us.army.mil](mailto:sharon.bertschi@us.army.mil))

## Anniversaries

6 April 2006 – Reggie's Express/Java Café, Camp Casey, Korea celebrates their 1 year anniversary  
24 April 1997 – Primo's Express, Fort McCoy, WI celebrates their 10 year anniversary

## Answers to ServSafe Questions

1. b)
2. b)
3. b)

## Closing Thought

*"Never tell people how to do things. Tell them what to do and they will surprise you with their ingenuity."* General George Patton, Jr.

Visit us on the web: [www.MWRBrandedRestaurants.com](http://www.MWRBrandedRestaurants.com)

